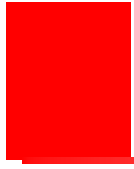


Welcome



2005 Regional Community Impact Assessment Workshop



2005 Regional

Community Impact Assessment Workshop

Dealing with Elected Officials



Michael S. Ellegood, P.E.

Maricopa County Public Works

The Three Arenas of Public Works



Which is your Attitude towards Elected Officials ?

No.1

Decision should stay in capable, technical hands and electeds will just slow the project down.

No.2

Keep the elected officials informed and give them a chance to comment or the project will be dead in the water.

No.3

Elected officials are our partners in shaping project decisions.



Importance of Effective Communication

- More projects are affected and delayed by the public and elected officials than by technical considerations
- Most engineers and designers focus on technical issues and dislike dealing with public
- It is human nature to do what we like and avoid what we don't like



The Elected Environment

- Represent constituencies
- Must meet commitments
- Tend to be process sensitive
- Are staff dependent
- Juggle competing priorities
- Typically respect each other
- Respect interpersonal relationships
- Have limited time
- Like to take credit
- Typically cost sensitive
- Dislike Jargon



The Sacrifices of The Elected Officials

- **Low Pay**
- **Long Hours**
- **Loss of Privacy**
- **Personal Risk**



Why Elected Officials Get Involved

- **Public interest**

- ✓ **Constituent Interest**
- ✓ **Economic Development**

- **Opportunity for Visibility**

- **Opportunity to Create / Support Broader Alliances**

- **Personal Interest**



Elected Communication Tips

■ Do Your Homework

- Know the background of the Elected Official
- Know the issues of the constituency

■ Who should Communicate

- Identify spokes person

■ Develop a Strategy

- Identify
- Clear

■ Manage Time



Some Obvious but Overlooked Tips

- Watch your timing
- What else is going on
- Educate your elected
 - Never, ever, ever let your elected get blindsided
 - Get your message in early – inoculate your elected
- Don't bad mouth other electeds
- Be alert to winds of change
 - Stay on top of the issues
- Keep the entire chain in the loop



Media Relations Nightmare

*Collapse of Cypress Viaduct and
San Francisco - Oakland Bay
Bridge, 1989*



Aerial view of roadbed collapse. T truss sections of the San Francisco Oakland Bay Bridge.



Aerial view of collapsed sections of the Cypress Viaduct of Interstate Highway 880.



Media Relations 101

- Single most effective means of reaching broadest number of people
- Be open, honest, and complete
- Develop relationships with the reporters who cover your agency or genre
- Politicians like positive press coverage and reporters like to cover politicians
- Take advantage of smaller media outlets



Area Media



Media Relations Techniques

- Send a press release and call directly
- Find out when reporters deadlines are and how far ahead they like to receive notice
- If you don't have information, offer to call the reporter back later (specify when you will call back)
- When speaking with the media, stay on message – you direct the story
- Don't over-saturate the media. Make sure the information is interesting, relevant, and timely
- Don't say " No Comment " – it sends up a red flag that there is more to the story

